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A large billboard advertisement for Marlboro Lights. The main image shows a cowboy in a yellow shirt and white cowboy hat riding a brown horse, swinging a lasso. The word "Marlboro" is written in large white letters on a blue background, and "Lights" is written in large white letters on a dark background. A small Marlboro Lights logo is visible in the bottom right corner of the billboard.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.